PRESIDENT'S MESSAGE:

Welcome to ‘Fine Print-EXTRA’, the added newsletter being published in order to bring you the news of our 2nd Annual Buffalo/Niagara Spring Institute, as well as LTC and our Annual Dinner/Awards Banquet. As the articles and pictures attest to, both events were well received. Special thanks go to Larry Nowak & Rachel Davis, our Education Co-Chairs, who spearheaded the work on the Spring Institute, and were assisted by several of our members. Mary Ann Miccichi, Special Events Co-Chair, should be commended as well, for her work on the Annual Banquet.

As my term as President ends May 31st, I leave the position knowing the Chapter is in good hands, not only with the next round of officers, but with a Board and Co-Chairs that are second to none in their commitment to this great organization. I hope I have succeeded in “Making A Difference”, not only in continuing the tradition and the work done by my predecessors, but in making changes and trying new things. We have accomplished much this past year - working to get more of our members certified, involving more members in publishing the ‘Fine Print’ newsletter, adding more sponsors which helps in providing education, and having more networking events.

My most memorable events have included the annual Day of Caring, which Jennifer Dunn, our Treasurer, sets up, the Buffalo/Niagara Institutes, trips for the Leadership Training Conferences, Region 2 Mini-LTC’s, & Fall President’s meetings, and getting certified! What was most rewarding; however, was the support I received from so many. I was blown away from numerous comments sent after the first newsletter, along with emails about helping the study group, assisting members with National, making changes for the good of the Chapter, and in my attention to detail (I’ve been told I am anal….it’s true!). You took the time to let me know that what I did made a difference, and I truly appreciate that. Words of support and prayers for my son and mom, who I wrote about in past President’s Messages, won’t be forgotten……it reminded me of the friendships made and of how caring our members truly are. Thanks again.

Sincerely, Bruce K. Liebel, FHFMA, 2007-08 President
On April 12, I set off for San Antonio, Texas, to attend my first Leadership Training Conference. I wasn’t really sure what to expect, never having been to LTC before, but I thought that it would be similar to the Mini-LTC I had attended in Saratoga Springs last year. The hotel was huge and right along the River Walk – a slow river that winds its way through downtown.

On Sunday morning it was down to business. We met with Chapter Presidents and President-elects from Region 2 and spent the morning going through regional topics. That afternoon, we had our official opening session to the conference, led by National Chairman Mary Beth Briscoe. Then it was onto Bob Broadway, the 2008-2009 National Chairman, who introduced the new theme “Making Connections.” After that, we were treated to an inspirational presentation by Roger Crawford, who taught us many lessons about life and offered advice such as “don’t let what you cannot do get in the way of what you can do”

Over the next 2 days, we had chapter planning time where Jennifer, Larry, and I mapped out the 2008-2009 year. We listened to speakers like National President Dick Clarke, who talked about the Healthcare Finance Outlook over the next 5 years. We also attended sessions geared toward our specific offices. In my group of president-elects, we had many round table discussions, and learned a lot about the CBSC (Chapter Balanced Scorecard), how to get volunteers involved in the chapter, how to hold a mini-LTC, and implementing winning strategies worthy of a Yerger Award.

Probably the thing that stuck me the most was how different everything was from what I originally thought. First, it’s hard to believe how many people are involved with HFMA until you see them all congregated together. Second, I had pictured Texas to be dry, sandy, and desert-like. San Antonio was far from that. It was very green. It was very urban and sadly, I only saw one person who was wearing a cowboy hat! River Walk was clearly the place to be – full of trendy restaurants, bars, and people. Our explorations took us to places like Coyote Ugly, Dick’s Last Resort, Howl at the Moon, and Dirty Nellies – a good ole Irish piano bar. Amazingly enough, there were HFMA members each place we went! Next year, we’re looking forward to LTC in Ft. Lauderdale, FL.

■ REFER TO PAGE 6 FOR PICTURES FROM LTC
BUFFALO/NIAGARA SPRING INSTITUTE

By Loralee Voelker, Newsletter Co-Chair

The 2nd Annual Buffalo/Niagara Spring Institute was held April 29, 2008, at the Buffalo Millennium Airport Hotel. Over 60 members and guests attended the all-day seminar that was both educational and entertaining. The event also included our annual Vendor Fair.

The day began with Bruce Liebel, WNY HFMA President, presenting Founders awards to the following HFMA members for their service and participation:

- **Follmer Bronze**: Cathy Hamilton
- **Reeves Silver**: Mary Mahaney, Susan Dybas & Suzanne Roccisano
- **Muncie Gold**: Debbie Cudzilo, Larry Nowak, Jim Stabel & himself!

A special award, the **Founders Medal of Honor**, was presented to Mel Dyster, for his outstanding service to the Chapter, which included being the Region 2 Executive for the 2006-2007 Chapter Year.

Ellen Weissman and Bethany Gilbert from the law firm Hodgson Russ Attorneys, LLP, discussed the “Five Hot Topics” relating to the latest Medicare and Medicaid updates. These included DSH, Clinical Research, Bad Debt, Stark and Value Based Purchasing.

Amanda Farrell, from Upstate New York Transplant Services, gave a short presentation on the history of UNYTS and the local connection to our hospitals. The new blood services will stay in the area and benefit our neighborhood patients. Donor cards were available for “The Gift of Life”.

John W. Gahan, Jr., Assistant Director, Bureau of Primary & Acute Care Reimbursement, NYSDOH, was quite informative on Medicaid’s re-weighting of the Service Intensity Weights and the new Inpatient Reform Methodology. Outpatient will have a new APG Methodology which will be similar to the “service intensity weights” used by DRG reimbursement. Education and training will offered this spring and summer.

Robert G. Trusiak, Assistant United States Attorney, was the next speaker who reiterated self-disclosure when finding discrepancies within the hospital. “Treble” charges as punishment was heard over and over!

A lunch break in the Atrium allowed guests to mingle and enjoy great food before heading back for the afternoon agenda.

Tamie Osburn from Gustafson & Associates provided insight to the Revenue Cycle Customer Service. Stressing that patient satisfaction and loyalty is the key to any hospital’s success, Tamie explained various key strategies to help achieve patient preferences and expectations. The “Upside-Down” Revenue Cycle Processing Model explains how providers must become patient driven to compete in the health care industry today. Quality, Community, Service and People are all parts of the Ultimate Success Model.

Comedienne Jan McInnis was the last presenter of the day; she had everyone laughing as she told tales from inside the cubicle to family vacations.

A great end to the day was the WNY Chapter Reception that gave attendees the chance to relax and socialize!
The WNYHFMA Annual Banquet and Installation of Officers was held Friday, May 9, 2008, at Salvatore’s Italian Gardens. Over sixty members and guests were on hand to enjoy a delicious meal and entertainment surrounded by lavish settings. Cocktails and dinner gave guests the opportunity to catch up with old friends and meet new members. Dinner was served buffet style and included many tasty dishes and a wonderful cheesecake dessert.

Outgoing President Bruce Liebel, spoke of “10 Lessons in 5 Words”, evoking memories and laughs among the audience. He spoke proudly of the accomplishments completed during his tenure, including not only meeting, but exceeding the goals set on many different levels. Those who had successfully achieved Certification Status this past year were recognized, including Jennifer Dunn, Mike Osborne, Lou Sciarrino, Jill Schaefer, and Bruce. In addition “I’m Certified” pins were passed out to other certified members in attendance.

Bruce surprised everyone by giving not one, but two “Member of the Year” awards to Jill Schaefer and Susan Dybas for their outstanding service and dedication to our HFMA chapter. Bruce presented gifts on behalf of the chapter to everyone who volunteered and helped make this past year a success.

The 2008-2009 Chapter Officers, President: Larry Nowak, President-Elect: Jill Schaefer, Secretary: Christine Blidy & Treasurer: Jennifer Dunn, were installed and presented to the audience, as well as the following Board of Directors:

Class of 2009:
Judy Conti, Tamara Dickey, Ed Thomas & Debbie Cudzilo

Class of 2010:
Mark Cyc, Rachel Davis, John Galley & Linda Hall,

Newly elected President Larry Nowak spoke of his ideas for the upcoming year, and gave a special thank you to Bruce for his amazing year. Entertainment was provided by the group Penelope, with our own Russ Previte on drums, who brought many to the dance floor with old time classics.

A special thanks to Mary Ann Miccichi, for planning a superb night to remember!
HEALTHCARE HUMOR

DOCTOR, DOCTOR:
An 80-year old Italian man goes to the doctor for a check-up. The doctor is amazed at what good shape the guy is in and asks, "How do you stay in such great physical condition?"

I'm Italian and I am a golfer," says the old guy, "and that's why I'm in such good shape." I'm up well before daylight and out golfing up and down the fairways. Have a glass of vino, and all is well."

"Well," says the doctor, "I'm sure that helps, but there's got to be more to it.

How old was your Dad when he died?"

"Who said my Dad's dead?"

The doctor is amazed "You mean you're 80 yrs old and your Dad's still alive. How old is he?"

He's 100 years old," says the old Italian golfer. "In fact he golfed with me this morning, and then we went to the topless beach for a walk, that's why he's still alive ... he's Italian and he's a golfer, too."

Well the doctor says, "that's great, but I'm sure there's more to it than that.

How about your Dad's Dad? How old was he when he died?"

"Who said my grandpa's dead?"

Stunned, the doctor asks, "You mean you're 80 years old and your grandfather's still living! Incredible, how old is he?"

"He's 118 years old," says the old Italian golfer. The doctor is getting frustrated at this point, "So, I guess he went golfing with you this morning too?"

"No. Grandpa couldn't go this morning because he's getting married today." At this point the doctor is close to losing it.

"Getting married!!

Why would a 118 year-old guy want to get married?"

"Who said he wanted to?"

SAVE THE DATE:

Region 2 Fall Institute

Event Information:

Date: October 22-24, 2008

Location: Turning Stone Casino & Resort
5218 Patrick Road
Verona, N.Y. 13478
1-800-771-7711
www.turningstone.com

Keynote Speakers
CEO Panel Discussion
Legislative & Advocacy Update
Concurrent Breakout Sessions:
• Reimbursement
• Finance
• Revenue Cycle
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**NEW MEMBERS**

**We Welcome** the following new member to the WNY HFMA Chapter:

- **MARY BURKHARDT**
  Senior Accountant
  Catholic Health System
  mburkhar@chsbuffalo.org

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**Pics: LTC – TEXAS STYLE**

- Jennifer & Jill enjoying LTC
  - ![Jennifer & Jill enjoying LTC](image)

- The River Walk in San Antonio
  - ![The River Walk in San Antonio](image)

- Larry and Jennifer pose for the camera at LTC.
  - ![Larry and Jennifer posing](image)

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**SAVE THE DATE:**

**FRIDAY, JULY 25TH**

**WNY CHAPTER ANNUAL GOLF TOURNAMENT**

Rothlands Golf Course, Akron, N.Y.

*Always a Good Time!*

**HOPE TO SEE YOU THERE!**

**Note:** If you wish to be a sponsor, contact Mike at 898-3362. Thanks!

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**REMEMINDER:**

- **Please send in your HFMA MEMBERSHIP RENEWAL NOW!**

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Fine Print

EXTRA 2008

The Western New York Chapter of HFMA is pleased to recognize, and wishes to express its sincere appreciation to those who support our educational programs throughout the year - our valued Sponsors!

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